

Date: June 8, 2021
To: Board of Supervisors
From: Board of Lake County Tourism Improvement District (LCTID)
Subject: Annual Contribution to LCTID

The County Administrative Officer's memo dated June 9, 2021 recommends a contribution of \$78,000 (plus \$10,000 from Habematolel Pomo of Upper Lake) from TOT receipts to the LCTID for fiscal year 2021-2022. In that recommendation "Marketing & Economic Development" ("M&ED") is allocated \$312,488 from TOT collections.

We respectfully request that the Supervisors approve an annual contribution equal to 50% of the amount allocated to M&ED which in this fiscal year would be \$156,000, for the following reasons:

LCTID's marketing efforts are a major part of overall "economic development". Tourist dollars have a multiplier effect in the local economy as tourists become home owners, residents, business owners, i.e., contributors to the economic vitality of the County. The low overhead of an entirely volunteer organization allows a very high percentage of its funding to go directly to the marketing effort. The LCTID is complimentary to the excellent work being done by the Economic Development Department and Task Force.

The LCTID has been marketing on behalf of the County since 2019 with major gains in social media, public relations, traffic to a new website developed by the LCTID, cooperation with Visit California, print media, etc. Our campaign, after the hiatus of 2020, includes multiple billboards in San Francisco and Sacramento, as well as enhanced digital campaigns. We will put funds to work promoting the County immediately and consistently.

Other entities in addition to the County are indeed supporting the LCTID. The City of Clearlake contributed \$20,000 in 2019. City of Lakeport as well as some tribal councils have stated their willingness to support specific projects now under development. The LCTID did not request special contributions from the cities or the tribal councils during 2020 but such requests will be made going forward.

Lastly, the scale of resources available to neighboring and competing counties dwarfs the funds available to the LCTID. A properly and adequately funded LCTID will produce results leading to increased TOT revenue to the County which in turn will allow the County to increase its support to the lake, parks, sheriff, museums and economic development.

To summarize, the LCTID is active and effective and needs the support of the County. Please approve our request for \$156,000 in this budget and 50% of the allocation to the M&ED budget going forward.